

Initiative

12/08/2009

Accor is working on an internal communication campaign on disability

Accor is reasserting its commitment to the integration of disabled workers by launching this awareness campaign which presents the portrait and background of 5 Group employees with disabilities.

The aim of the campaign, which will be deployed over a 3 year period, is to end taboos and eliminate the misconceptions which could still remain in the minds of the 25,000 Accor employees in France, carrying out a hundred or so different professions.

The campaign is part of Accor's policy for the employment of disabled persons which was launched in 1992. It is a continuation of the 1st Group Agreement signed in 2007 which will be renewed in 2010 for a 3 year period.